

CPAdirectory

The easiest way to find and review your next accountant anywhere, anytime.

MEDIA KIT 2022



ABOUT US

Helping people all over the US find and review local CPAs since 1999.

CPAdirectory Was Created With 2 Main Objectives:

To make it easy for site visitors to find a local CPA who specializes in providing the accounting services they need.

To provide CPAs with access to powerful marketing tools, valuable services, and continuing education offers to help them grow their practices.

630,000

Certified Public Accountants

38K

Accounting Firms

OUR USER BASE

Multiple ways to engage our audience.

Our platform provides unique opportunities to engage with users who fit closely into your target audience.

Site Visitors

Our user base includes thousands of everyday people looking to connect with a licensed CPA for help with a number of issues including taxes, financial planning, general accounting services, and more.

Platform Users

The users of our platform are CPAs looking for exciting ways to grow their practice, increase productivity, and simplify their daily workload.

Email Subscribers

Our vast network of CPAs and tax preparers who value news and special offers from our partners.



MARKETING OPPORTUNITIES

Placement Options

Options to display your offer throughout the CPAdirectory website experience.

Title	Description
Standalone Email	Reach our full subscriber base with a custom message of your creation.
Full Page Article	Offer engaging content to our site visitors to help drive interest in products and services you offer, includes a link to your site.
Native Placement	Offer and content placements integrated seamlessly into site pages allow you to present your offers more naturally.
Article Listings Placement	Advertise a snippet of your content within our article listings, home page, and search pages leading visitors back to your site.
Prompt/Pop out	Present an offer along with a brief description in a prompt / popup format to all users of the site.
Resource Placement	Market any type of offer as a resource to CPAs, site visitors, or both. Included on the home page, articles, and resources section.
Header Banner	Display your offer on every page of our website.
White Paper/Lead Gen	Offer white papers or other documents to readers with our built in lead generation system. Receive leads in exchange for content.
Standard Digital Display Options	Leverage a variety of available placement locations for banner ads throughout our site pages. (details on the next page)

MARKETING OPPORTUNITIES

Digital Display Asset Sizes

Leverage a variety of available placement locations for banner ads throughout our site pages.

Title	Description
Sidebar	350 x 280
Sidebar Large	350 x 500
Horizontal Large	700 x 380
Log In/Sign up	728 x 180 (Desktop), 350 x 280 (Mobile)
Navigation Menu Placement	200 x 320 (Desktop), 500 x 120 (Mobile)
Pop up/Prompt	365 x 140
Resource Placements	600 x 300 Lifestyle, 200 x 400 Logo
Profile Details Placement	728 x 90 (Desktop), 388 x 100 (Mobile)

EMAIL MARKETING

Email Specifications

Logo

Company logo, 400 x 200 minimum

Header / Introduction Image

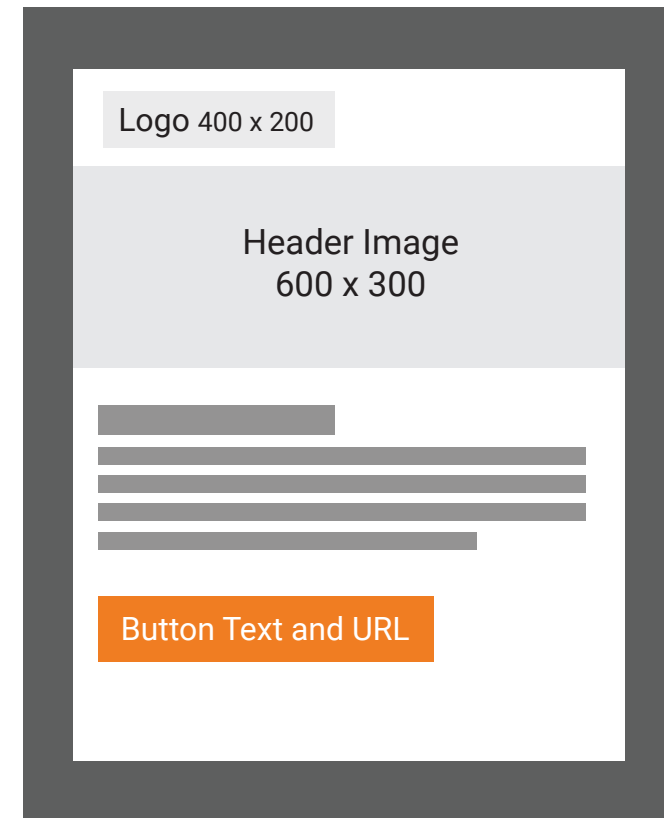
Choose an image to represent your offer as a high quality 600 x 300 .jpg, .gif, or .png.

Content

Standalone emails will require your message to the reader. This can include links to your site as well as any required offer details. Offer messaging should be clear, accurate, and grammatically correct.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)



ON SITE PLACEMENTS

Full Page Article

Logo

Company logo, 400 x 200 minimum

Introduction Image

Shown as introduction and thumbnail
700 x 380 .jpg, .gif, or .png.

Content

Content should be a minimum of 500 words
and can contain a link to your offer.

URL

URL for offer (tracking link if possible) and
optional button text (stand-alone only)

Company Bio

Company information is shown as author
details

[Find an Accountant](#) [Ask a CPA](#) [News & Articles](#) [Resources](#)

News and Updates

Caution: Tax & Cyber Security Scams

CPAdirectory

Content Provided By CPAdirectory
Published Thursday, December 10, 2020

[f Share](#) [in Share](#) [t Tweet](#) [Email](#)

[View the Comments](#)



Ad Placement
350 x 300

Ad Placement
350 x 300

The 5th annual **National Tax Security Awareness Week** took place November 30th through December 4th, 2020. The IRS and the Security Summit used that week as a platform to raise awareness about cyber security scams and identity theft schemes.

This year we have additional circumstances that contribute to an increased prevalence of scams. With the current health crisis of COVID-19 as well as an increased number of people working remotely, scams have become even more widespread.

IRS Commissioner **Chuck Rettig** recently stated, "The combination of online holiday shopping, the approaching filing season and more of us are working remotely puts people more at risk. People can help avoid becoming victims of scams or identity thefts, by taking a few simple steps to help protect sensitive tax and financial information."

Ad Placement
700 x 380

CPAdirectory

Content Provided By CPAdirectory

CPAdirectory.com has been providing individuals and businesses with access to an online comprehensive database of the CPA profession since 1999. The mission of CPAdirectory is two-fold: to provide Certified Public Accountants with the new resources and technology they need to succeed in a rapidly-changing and regulated environment; and to provide the public with a centralized platform where they can learn about the CPA profession, seek out the services of a CPA by specified criteria, and write and read reviews of CPAs so that the experiences of others can be taken into consideration when choosing a professional. CPAdirect Marketing, Inc., owns and operates CPAdirectory.com, and is not affiliated with the AICPA, CPA state societies, NASBA or any state board of accountancy.

[cpadirectory.com](#)

ON SITE PLACEMENTS

Native Placement

Locations

Shown on the home page, and article listing pages.

Logo

Company logo, 400 x 200 minimum

Image

Accompanies Messaging
1050 x 750 .jpg, .gif, or .png.

Content

Title, and 2 to 3 sentences describing your offer.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)

The screenshot displays the CPA directory homepage. At the top, the navigation bar includes links for 'Find an Accountant', 'Ask a CPA', 'News & Articles', and 'Resources'. The main header features the title 'Find Your Next CPA.' with a subtext 'Search and Review More Than 600,000 Certified Public Accountants for Free.' Below this is a search bar with a 'Zip Code' dropdown set to '12148' and buttons for 'Find an Accountant' and 'Try our Advanced Search'.

Three key benefits are highlighted: '600,000 Certified Public Accountants listed and reviewed.', 'Simple Find or review your CPA for free in just minutes.', and 'Trusted All of our listings are reviewed and verified.'

A section titled 'The easiest way to find and review your next accountant anywhere, anytime.' shows a smartphone displaying a profile for 'Eric Adams', a Certified Public Accountant with 4.7 stars and 6 reviews. A 'Search for Your Accountant' button is present.

A red-bordered box highlights a native placement ad. The ad has an orange background with the text 'Ad Placement 700 x 380'. To the right, it says 'This is the title of your placement' followed by placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan'. Below this is a 'Find out Now' button and a 'Sponsored by:' label.

Below the ad, a section titled 'Find a CPA In Your Area' shows 'Certified Public Accountants in Rexford, Saratoga County'. It lists four profiles: Kimberly Skiba, Anthony Sinkevich, Yu Chen, and Ann-Marie Mcelligott, each with a 'View Profile' button. A 'Find More Local CPAs' button is at the bottom.

The footer section is titled 'What's Trending?' with the subtitle 'Trending topics & tools for the CPA community'.

ON SITE PLACEMENTS

Article Listings

Locations

Simulates an article anywhere articles are shown. Actual article is hosted externally on the advertiser's website.

Image

Accompanies Messaging
700 x 394 .jpg, .gif, or .png.

Content





Simulated title, and 2 to 3 sentence snippet describing your article.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)

Find a CPA In Your Area

Certified Public Accountants in Rexford, Saratoga County

 Kimberly Skiba Rexford, NY ★★★★★ 0 Reviews	View Profile	 Anthony Sinkevich Rexford, NY ★★★★★ 0 Reviews	View Profile
 Yu Chen Rexford, NY ★★★★★ 0 Reviews	View Profile	 Ann-Marie Mcelligott Rexford, NY ★★★★★ 0 Reviews	View Profile

[Find More Local CPAs](#)

What's Trending?

Trending topics & tools for the CPA community



COVID-19 and the Digital Economy: An Opportunity for Indirect Tax Departments

As the digital economy transforms tax, an opportunity arises for indirect tax teams to transform themselves with technology. The worldwide trend toward digitalization has increased the demand for tax professionals who can dig into data, think strategically, and facilitate cross-functional audits.

[Learn More](#)



Apply now: Paycheck Protection Program loans

First draw and second draw PPP loans now available. Funds are limited and will be disbursed on a first come, first served basis.

CPAdirectory and Funding Circle partner to help small business access Paycheck Protection Program loans.

[Apply Now](#)



Frame Your CPA Certificate

Show off your credentials and SAVE, now through 1/31/21 with code **PTINEV** at checkout! Enjoy 10% off a custom CPA certificate frame or USA-made diploma frame—you earned it, now frame it!

[Learn More](#)

Find the CPA that is right for you the first time, every time.

We know that when it comes to taxes or major financial decisions, you want to work with a knowledgeable accountant you can trust. Need help finding the right CPA? No problem. We can connect you with a licensed and verified certified public accountant in your area who specializes in your particular tax issues, and we do it for free.

[Get Started](#)



ON SITE PLACEMENTS

Popup/Prompt

Locations

Shown on the home page, dashboard, or all pages of the site.

Image

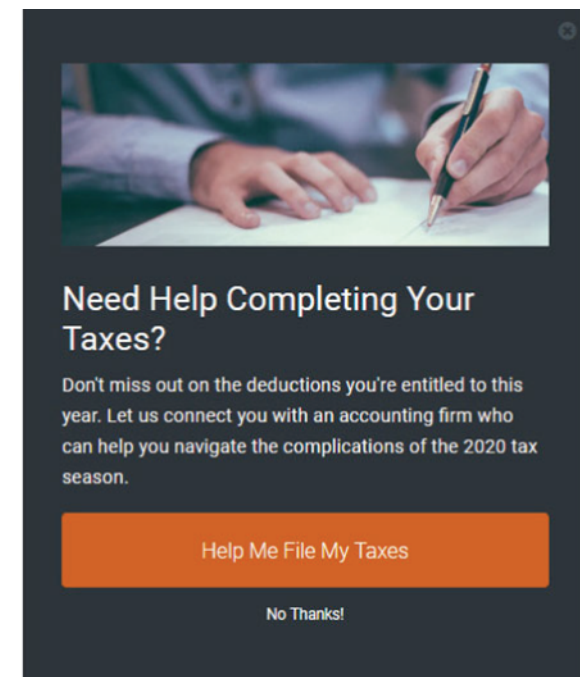
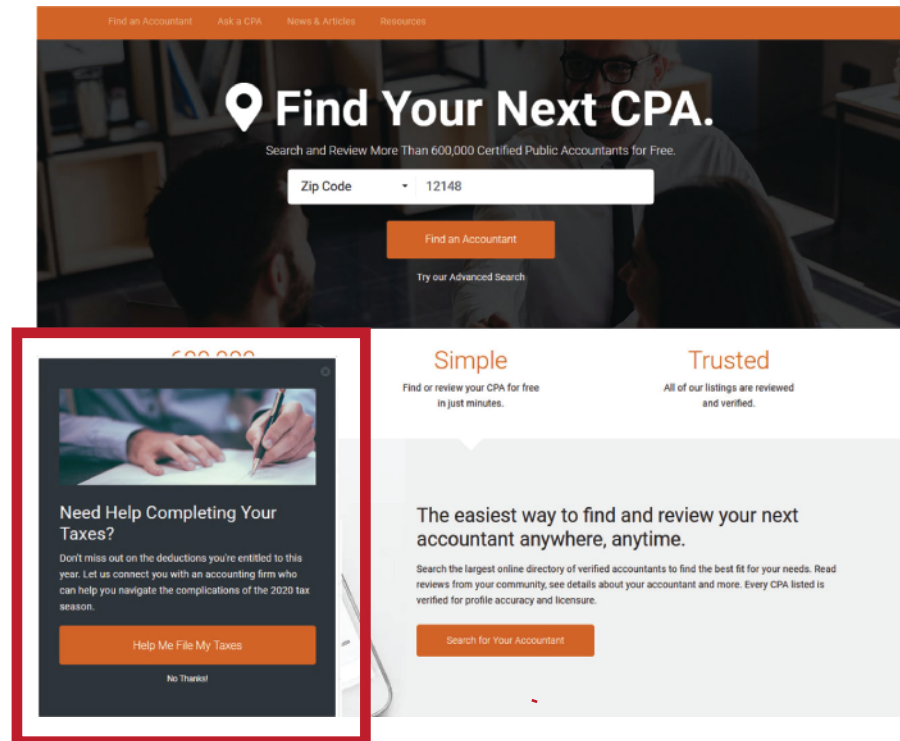
Accompanies Messaging
356 x 135 .jpg, .gif, or .png

Content

Title, and 2 to 3 sentences describing your offer, and button text.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)



ON SITE PLACEMENTS

Resources

Locations

Shown in the resources section of the site, displayed on the home page, articles, and search pages.

Logo

Company logo, 400 x 200

Image

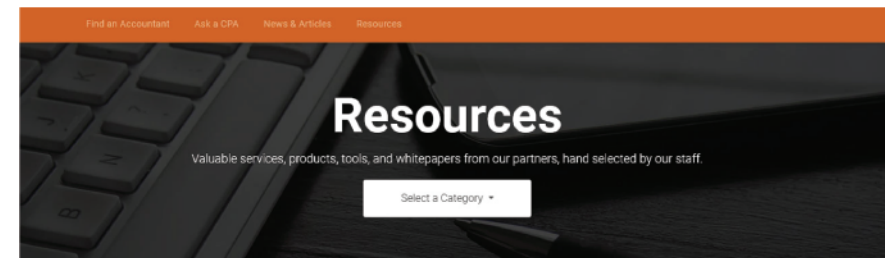
Accompanies Messaging
600 x 300 .jpg, .gif, or .png

Content

Title, and 2 to 3 sentences describing your offer, and button text.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)



View all Resources

Prev Next



Webinars: IRS Form 990 Update

Featured

The webinar will be geared toward tax, financial, and legal professionals with responsibility for, or interest in, the annual IRS Form 990, Return of Organization Exempt From Income Tax and will discuss changes and areas of focus for the 2020 Form. Join on 1/28 @ 2 PM EST

Register

Sponsored By: American Health Law Association



Cryptocurrency: Buying and selling crypto, made simple

Featured

If you haven't started building a crypto portfolio yet, now is a good time. We recommend Gemini to buy, sell and store crypto. It's a simple, secure, and reliable exchange, and it offers an app with a number of helpful tools for new investors and advanced traders.

Get started

Sponsored By: Gemini



Your Business: Frame Your CPA Certificate

It's time to show off your credentials and SAVE, now through 1/31/21 with code PTINEV at checkout! Enjoy 10% off a custom CPA certificate frame or USA-made diploma frame or any frame site-wide—you earned it, now frame it!

Shop now

Sponsored By: Church Hill Classics



Whitepaper: Guide to Continuous Accounting

In this white paper, you'll learn how to apply continuous accounting in your department for benefits including visibility, automation, accuracy, and compliance.

Download white paper

Sponsored By: Oracle NetSuite



Tools & Technology: Get a free trial of Checkpoint Edge for your best tax season yet

Checkpoint Edge delivers the latest in artificial intelligence, cognitive computing, and machine learning technologies, combined with the tax and accounting expertise of our editorial staff. It enables you to find fast, accurate answers with a more fluid and intuitive user experience.

Free trial

ON SITE PLACEMENTS

Resources (cont)

Locations

Shown in the resources section of the site, displayed on the home page, articles, and search pages.

Resources

Valuable information provided by our sponsors.

IRS Form 990 Update The webinar will be geared toward tax, financial, and legal professionals with responsibility for, or... Provided By: 	Buying and selling crypto, made simple If you haven't started building a crypto portfolio yet, now is a good time. We... Provided By: 	The CPA's Guide to Credit Card Surcharging In our latest e-book, "The CPA's Guide to Credit Card Surcharging," we'll give you a... Provided By:
Apply now: Paycheck Protection Program loans First draw and second draw PPP loans now available. Funds are limited and will be... Provided By: 	Earn 15.5 CPE Credits While Becoming A Social Security Expert Take our 5-module, online self-study course giving you Social Security and Medicare knowledge to support... Provided By: 	Trusted guidance and tools from PPC Audit & Accounting Trusted guidance, engagement workflow tools, and integrated quality control system from PPC Audit & Accounting... Provided By:

[See All Resources](#)

CPAdirectory

[Find an Accountant](#)
[Ask a CPA](#)
[News & Articles](#)
[Resources](#)

PPP Round 2 Now Available

The Paycheck Protection Program provides small business loans with up to 100% forgiveness to help businesses impacted by COVID-19. Funds are limited and will be disbursed on a first come, first served basis.

[Apply Now >](#)

You are an admin
IP Address 74.68.25.290

Dashboard Home

Welcome, Garret

Update

Your Firm

Premium Member

CPA Tax Partners

New York, NY

★★★★★ 0 Reviews

[View](#)
[Website](#)

Resources

Valuable information provided by our sponsors.

IRS Form 990 Update The webinar will be geared toward tax, financial, and legal professionals with responsibility for, or... Edit Provided By: 	Buying and selling crypto, made simple If you haven't started building a crypto portfolio yet, now is a good time. We... Edit Provided By: 	Frame Your CPA Certificate It's time to show off your credentials and SAVE, now through 1/31/21 with code PTINEV at... Edit Provided By:
U.S. Master 2021 Tax Guide® The nation's top federal tax resource has been updated to provide complete and reliable guidance... Edit Provided By: 	Apply now: Paycheck Protection Program loans First draw and second draw PPP loans now available. Funds are limited and will be... Edit Provided By: 	Earn 15.5 CPE Credits While Becoming A Social Security Expert Take our 5-module, online self-study course giving you Social Security and Medicare knowledge to support... Edit Provided By:

[See All Resources](#)

ON SITE PLACEMENTS

Header Banner

Locations

Shown on all pages of the site, except for log in and account creation pages.

Content

Title, and 2 to 3 sentences describing your offer, and button text.

Alternatively, a 720 x 180 banner ad can be used.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)

Find an Accountant Ask a CPA News & Articles Resources

PPP Round 2 Now Available
The Paycheck Protection Program provides small business loans with up to 100% forgiveness to help businesses impacted by COVID-19. Funds are limited and will be disbursed on a first come, first served basis.
[Apply Now](#)

Find Your Next CPA.
Search and Review More Than 600,000 Certified Public Accountants for Free.
Zip Code 12148
[Find an Accountant](#)
[Try our Advanced Search](#)

600,000
Certified Public Accountants listed and reviewed.

Simple
Find or review your CPA for free in just minutes.

Trusted
All of our listings are reviewed and verified.

The easiest way to find and review your next accountant anywhere, anytime.
Search the largest online directory of verified accountants to find the best fit for your needs. Read reviews from your community, see details about your accountant and more. Every CPA listed is verified for profile accuracy and licensure.
[Search for Your Accountant](#)

Paying way too much in taxes? Find out.
Electing as an S-Corporation can save your business thousands of dollars each year. Find out how much money you're missing out on today by using our free tax calculator.
[Find out Now](#)

Find an Accountant Ask a CPA News & Articles Resources

PPP Round 2 Now Available
The Paycheck Protection Program provides small business loans with up to 100% forgiveness to help businesses impacted by COVID-19. Funds are limited and will be disbursed on a first come, first served basis.
[Apply Now](#)

ON SITE PLACEMENTS

White Paper

Logo

Company logo, 400 x 200 minimum

Introduction Image

Shown as introduction and thumbnail
700 x 380 .jpg, .gif, or .png.

White Paper Image

Shown as thumbnail on download screen.
600 x 450 .jpg, .gif, or .png.

Content

Content should be a minimum of 500 words
and should relate to the white paper content.

Post Download URL

URL post download (tracking link if possible)
and optional button text (stand-alone only)

White paper

PDF to be uploaded to our system for
distribution only after a submission.

Find an Accountant Ask a CPA News & Articles Resources

Social Security

Adding Social Security advisory services transforms a CPA firm

RSSA
Registered Social Security Analysts

Content Provided By **NARSSA**
Published Friday, October 16, 2020

Share Share Tweet Email



Help your clients maximize future Social Security Benefits

There is a tremendous demand for professionals that understand Social Security, but the facts are most advisors know very little about Social Security and Medicare.

As a CPA you can add a new valuable billable service to your tax practice. Learn advanced strategies to help immigrants, widows, divorcees, self-employed, retirees and disabled individuals. As a Registered Social Security Analyst, you can help clients potentially gain tens or hundreds of thousands of dollars in incremental Social Security income.

How Much Do You Really Know?

Over 80 million baby boomers will be collecting Social Security – that's over 10,000 individuals a day that need real answers. When should a self-employed individual stop paying into Social Security? How does someone maximize their Social Security benefits?

Did you know that the Social Security Administration is not legally authorized to provide advice specific to an individual's circumstance? For this reason, approximately 90% of those individuals collecting Social Security do not maximize their benefits since they go directly to Social Security Administration to file without speaking with a professional advisor first. That's like your clients going to the IRS for tax advice?

Download the White Paper

Complete the form below to receive access to the full white paper

First Name *

Last Name *

Email Address *

By submitting your details, you agree to receive communications about CPAdirectory resources, events, products, or services.
By submitting this form you are acknowledging that you have read and agree to our [Privacy Policy](#) and [Terms of Use](#)

Download The White Paper

ON SITE PLACEMENTS

Digital Display

Sidebar

350 x 280, Displayed on Articles, CPA and Firm Profiles, Ask a CPA Q&A

Sidebar Large

350 x 500, Displayed on Articles, CPA/Firm Profiles, Ask a CPA Q&A

Horizontal Large

700 x 380, Displayed on Articles and/or CPA/Firm Profiles

News and Updates

Caution: Tax & Cyber Security Scams

CPAdirectory

Content Provided By CPAdirectory
Published Thursday, December 10, 2020

Share Share Tweet Email

View the Comments



The 5th annual **National Tax Security Awareness Week** took place November 30th through December 4th, 2020. The IRS and the Security Summit used that week as a platform to raise awareness about cyber security scams and identity theft schemes.

This year we have additional circumstances that contribute to an increased prevalence of scams. With the current health crisis of COVID-19 as well as an increased number of people working remotely, scams have become even more widespread.

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Sidebar

Sidebar
Large

Horizontal Large

CPAdirectory

Content Provided By CPAdirectory

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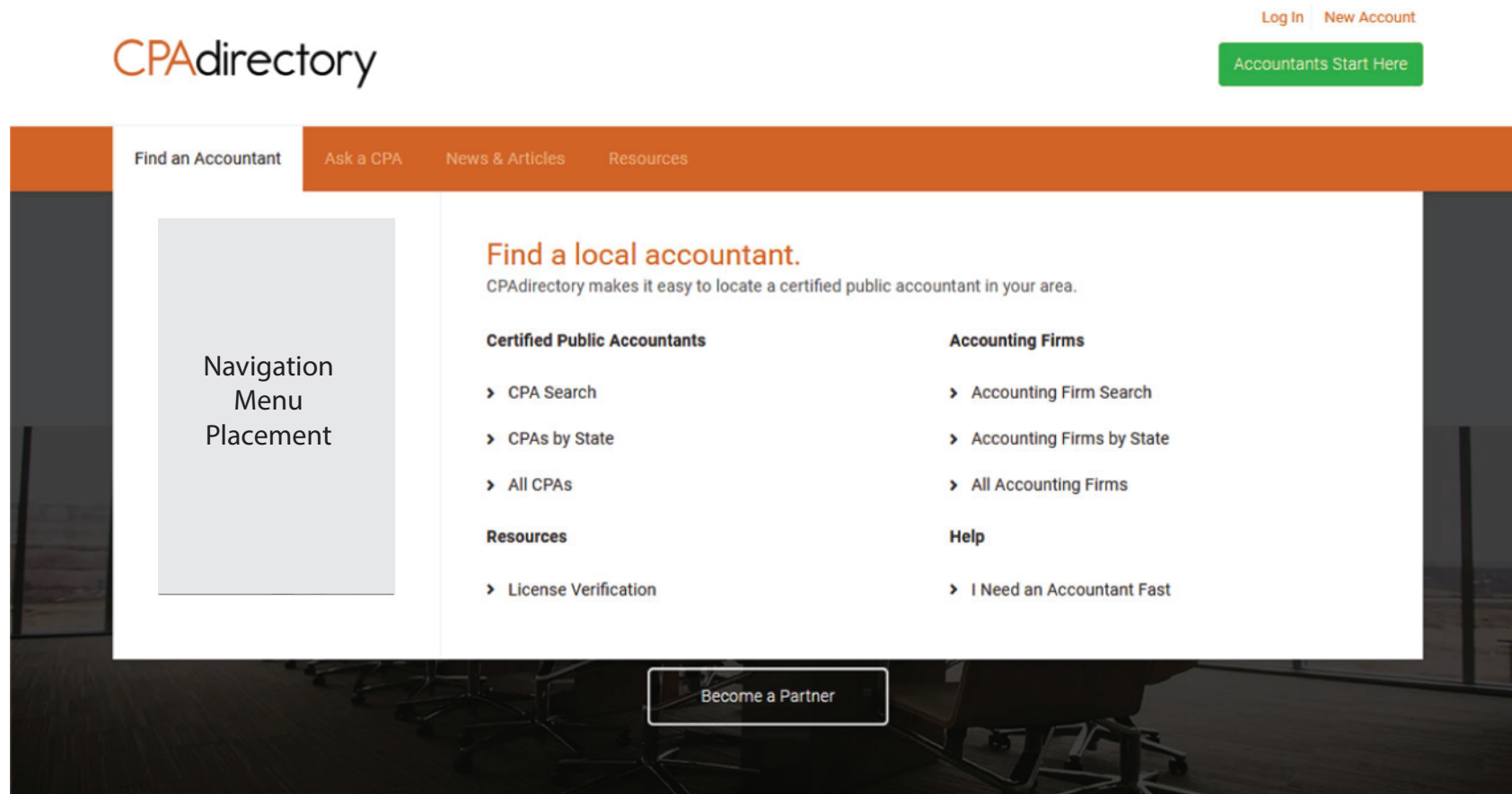
cpadirectory.com

ON SITE PLACEMENTS

Digital Display

Navigation Menu Placement

200 x 300 (Desktop), 500 x 120 (Mobile)
Displayed on all pages.



ON SITE PLACEMENTS

Digital Display

Login/ Registration Placement

728 x 180 (Desktop), 350 x 280 (Mobile)
Displayed on login and registration pages.

The screenshot displays the CPAdirectory login interface. At the top right is the CPAdirectory logo. Below it, the title "Log In" is centered, followed by the subtitle "Sign Into Your CPAdirectory Account". The login form is divided into two columns. The left column, titled "Social Login", instructs users to "Sign in using your favorite social platform." and features three buttons: "Facebook Login" (blue with 'f' icon), "Google Login" (red with 'G' icon), and "LinkedIn Login" (blue with 'in' icon). Below these buttons is a link: "Need an Account? Sign up for Free!". The right column, titled "Standard Login", contains input fields for "E-Mail Address" and "Password", a "Remember Me" checkbox, and "Sign in" and "Forgot Your Password?" buttons. At the bottom of the login form is a promotional banner for CPACharge. The banner has the text "ACCEPT CLIENT PAYMENTS ONLINE" and "Transparent Pricing. No Contracts." on the left, and the CPACharge logo with a "GET STARTED" button on the right.

ON SITE PLACEMENTS

Company Page

Logo

Company logo, 400 x 200 minimum

Articles and Resources

Company articles and resources are automatically displayed on your company page.

URL

URL for offer (tracking link if possible) and optional button text (stand-alone only)


Company Bio

Company information is shown as author details

Video (Optional)

Video URL (YouTube/Vimeo) for company or services

[Find an Accountant](#)
[Ask a CPA](#)
[News & Articles](#)
[Resources](#)




NARSSA
www.narssa.org

The National Association of Registered Social Security Analysts (NARSSA) is the national and professional organization for all Registered Social Security Analysts (RSSAs). NARSSA owns the RSSA® credential, which it awards to individuals who successfully complete initial and ongoing designation requirements. Our mission is to help Americans get the maximum Social Security income they are entitled to, enabling them to enjoy their lives more fully. In fulfilling our mission, we provide the premier educational and service platform for professionals that seek to advise new and current clients on issues related to Social Security.


[Visit Website](#)
[Watch Video](#)

Resources




Self-Study: Earn 15.5 CPE Credits While Becoming A Social Security Expert
Take our 5-module, online self-study course giving you Social Security and Medicare knowledge to support your clients. Upon completion of the course, you have the option to take the competency exam. When you pass, you will earn your credential as a Registered Social Security Analyst (RSSA®).

[Sign Up](#)




E-Newsletter: Free Monthly Social Security Newsletter
Our mission is to help Americans get the maximum Social Security income they are entitled to, enabling them to enjoy their lives more fully. In our monthly newsletter, we share top stories and resources focused on Social Security and retirement. Sign up for free today.

[Sign Up Now](#)




Self-Study: Social Security Turns 85! Learn More About Becoming a Social Security Expert.
Expand your advisory services by earning your Registered Social Security Analyst (RSSA®) designation. Take our 5-module online, self-study course giving you Social Security expertise needed to support your current and future clients. Pass the final exam and earn your RSSA®.

[Learn More](#)



Career: Finance Professionals: Become a certified Social Security expert with the RSSA® credential
Your clients and prospects need you to provide them with Social Security and Medicare information specific to their particular situation. Enhance your business or practice. Earn continuing education credits while becoming a Registered Social Security Analyst (RSSA®).

[Learn More](#)



Career: Launch and Run Your New Business From Home Part-Time or Full-Time As A Social Security Consultant
Did you know 10,000 Baby Boomers retire each day? There is a tremendous need for Social Security information. Start a brand new career or encore career with tons of support and flexibility. Learn more about starting your own Social Security consulting business. We are with you every step of the way.

[Learn more](#)

OFF SITE PLACEMENTS

Social Media

Promotion

CPAdirectory will promote details about your offering through our social media channels including Facebook, LinkedIn, Instagram, and Twitter.

Paid Advertisement

CPAdirectory will promote your offering or your article placements on our site with paid social advertisements on Facebook, Instagram, and LinkedIn.



linkedin.com/company/cpadirectory/



[@cpadirectory](https://www.instagram.com/cpadirectory)



[@CPAdirectoryInc](https://twitter.com/CPAdirectoryInc)



facebook.com/cpadirectory/



Contact Us For More Information

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ted@cpadirectory.com

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Wantagh, NY 11793